

LEARN FROM VOLKSWAGEN



With the help of ad man Doyle Dane Bernbach, Volkswagen was able to turn a car that people considered small, slow, and ugly, into something desirable and actually kind of cool. Good copy has the power to do that.



“Live below your means.”
“Don’t laugh.”
“Think small.”
“America’s slowest fastback.”

Read about
the case [HERE](#)

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ANALYZE

What was VW attempting to appeal to in its campaign - emotion, logic, or something more?

Did customers bond to the brand after these campaigns?

How did the relationship change?

EXPLAIN

What did VW do that their competitors could not have done?

How did copywriting contribute to the success of these campaigns?

Was it directly responsible or just a small part?



TRY THE VW WAY



Use what you've got

- Turn negatives into positives
- Shift perspective and steer conversations
- Diffuse bad impressions
- Try something different



Small = Smart

Slow = Efficient

Ugly = Unique

You can say a lot when you control the conversation.